



PATENT
Docket No. 10551/321

47
DL
07/29/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Ronald D. BLUM et al.
SERIAL NO. : 10/074,026
FILED : February 14, 2002
FOR : FLOOR MAT WITH VOICE-RESPONSIVE DISPLAY
GROUP ART UNIT : 2641

ASSISTANT COMMISSIONER
FOR PATENTS
Washington, D.C. 20231

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**INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. § 1.97 & § 1.98**

SIR:

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention. Because the references are being submitted before the mailing of a first Office Action, no fee is owing. 37 C.F.R. § 1.97(b)(3).

Those references cited herein but for which copies have not been provided have already been considered in related U.S. Patent Application Nos. 10/137,357 (now patent no. 6,507,285 B2).

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,

Date: July 21, 2003


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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

2

Complete if Known

Application Number	10/074,026
Filing Date	February 14, 2002
First Named Inventor	Ronald D. Blum, et al.
Art Unit	2641
Examiner Name	Unassigned
Attorney Docket Number	10551/321

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Complete if Known	
		Application Number	10/074,026
		Filing Date	February 14, 2002
		First Named Inventor	Ronald D. BLUM, et al.
		Group Art Unit	2641
		Examiner Name	Unassigned
Sheet	of	Attorney Docket Number	10551/321

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	
		MMR Journal, "Floor Decals New Wrinkle in P-O-P Ads", Vol. 16, No. 10, p.13, Apr. 5, 1999, USA	
		Philadelphia Enquirer, "Cherry Hill, N.J. Firm Wants You To Look Down On Its Ads", Regional Newspaper, Aug. 27, 1998, USA	
		"Floor Graphics" advertisements, copyright 2002	
		U.K. Patent Office Search report dated May 28, 2003	

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Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.